



Rep Order# 7904206 Ver# 7 Mod# 3 Status Confirmed Traffic Order# 24949 Printed: 09/27/2012 12:03 PM 2 of 4  
 EC'd Yes Last Received: 09/26/2012 1:09 PM  
 Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
 Advertiser ( ) CTR FOR INDV FREEDOM  
 Product CHIF  
 Estimate# 1011  
 Buyer Noelle Ramsey  
 Phone#  
 Fax#

Agency ( ) MAIN STREET MEDIA GROUP  
 PO BOX 25092  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E 61/139/1011  
 Flight Dates 09/19/2012 - 09/28/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JAMIE ANDRUS  
 Salesperson Phone# 202-872-1155  
 Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
20	W-F	KSL 5 NEWS	5P-530P	:30	09/19-09/21	3	\$625.00	3
Rating: 4.3		Buyline Comment: 1/DAY						
23	M-F	KSL 5 NEWS	5P-530P	:30	09/24-09/28	5	\$625.00	5
Rating: 4.3		Buyline Comment: 1/DAY						
28	SU	SPORTSBEAT NFL AFTER SUNDAY NIGHT	930P-10P	:30	09/23-09/23	0	\$1,100.00	0
Rating: 7.6								
29	W-F	TODAY SHOW 2	9A-10A	:30	09/19-09/21	3	\$240.00	3
Rating: 1.6		Buyline Comment: 1/DAY						
32	M-F	TODAY SHOW 2	9A-10A	:30	09/24-09/28	5	\$240.00	5
Rating: 1.6		Buyline Comment: 1/DAY						
37	W-F	KSL 5 NEWS TODAY	6A-7A	:30	09/19-09/21	3	\$425.00	3
Rating: 2.7		Buyline Comment: 1/DAY						
40	M-F	KSL 5 NEWS TODAY	6A-7A	:30	09/24-09/28	5	\$425.00	5
Rating: 2.7		Buyline Comment: 1/DAY						
45	SA	SPORTS BEAT SATURDAY	1035P-1105P	:30	09/22-09/22	1	\$500.00	1
Rating: 3.1								
46	SA	KSL 5 NEWS AT 6P SAT	6P-630P	:30	09/22-09/22	0	\$350.00	0
Rating: 1.9								
47	SA	KSL 5 NEWS AT 10 - SAT	10P-1035P	:30	09/22-09/22	1	\$1,800.00	1
Rating: 6.9								

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48	SU	KSL 5 NEWS AT 10 - SUN	10P-1035P	:30	09/23-09/23	1	\$2,600.00	1
Rating: 9.1								
49	W-F	TODAY SHOW 7-8A	7A-8A	:30	09/19-09/21	3	\$950.00	3
Rating: 3.0								
Buyline Comment: 1/DAY								
52	M-F	TODAY SHOW 7-8A	7A-8A	:30	09/24-09/28	5	\$950.00	5
Rating: 3.0								
Buyline Comment: 1/DAY								
57	W-F	KSL 5 NEWS AT 10	10P-1035P	:30	09/19-09/21	3	\$2,500.00	3
Rating: 7.7								
Buyline Comment: 1/DAY								
60	M-F	KSL 5 NEWS AT 10	10P-1035P	:30	09/24-09/28	5	\$2,500.00	5
Rating: 7.7								
Buyline Comment: 1/DAY								
65	F	DATELINE	9P-10P	:30	09/21-09/21	1	\$1,400.00	1
Rating: 3.6								
66	F	DATELINE	9P-10P	:30	09/28-09/28	1	\$1,400.00	1
Rating: 3.6								
67	F	GAME NIGHT LIVE	630P-7P	:30	09/21-09/21	1	\$525.00	1
Rating: 4.1								
Buyline Comment: 1/DAY								
68	F	GAME NIGHT LIVE	630P-7P	:30	09/28-09/28	1	\$525.00	1
Rating: 4.1								
Buyline Comment: 1/DAY								

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69	SA	NCAA NOTRE DAME	530P-9P	:30	09/22-09/22	1	\$360.00	1
Rating: 1.9								
70	F	GRIMM	7P-8P	:30	09/28-09/28	1	\$1,100.00	1
Rating: 7.6								
71	TH	NIGHTLY NEWS	530P-6P	:30	09/27-09/27	1	\$525.00	1
Rating: 4.1								

---REPORT TOTALS---

Report Totals: 66 / \$57,090.00

---SALES MONTHLY TOTALS---

Sep 12: 66 / \$57,090.00  
 Sales Totals: 66 / \$57,090.00  
 Station Totals: 66 / \$57,090.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$285,450  
 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%  
 XUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null  
 Demos RA35+